



March 8, 2004

Assistant Commissioner of Patents

Washington, DC 20231

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MAR 23 2004

TC 2600

10/015,054

PROTEST UNDER 37 CFR 1.291(a)

Re: Method of displaying advertisement on display of mobile communication terminal

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MAR 23 2004

US File # **20020072353** Filed: 12/11/2001

Technology Center 2600

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is **20020072353**

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system dependent upon a database maintained at the client level in a client-server ad delivery system. The appropriate ads are selected through profiling techniques at the server level then a database is created and downloaded via wireless Internet network (0007) to a "mobile communication terminal" that delivers advertising. Downloads of advertisements are performed through wireless internet communications.

The relevant Claims presented are Claims 1, 2, 3.

The "vehicle display" client-server system is described in (0007) (0028). Clearly, a plurality of advertisements and a corresponding database of display triggers are loaded to the client mobile processor. The ads are displayed

Consistently, the inventor describes the invention in internet terms (0028) ... because it is simply an extension of an electronic communications network like the internet and specifically relating to advertising delivery. The ads are then delivered for display to the vehicle display consequential to the voluntary actions of the vehicle, the driver, the programmer or all.

This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

I am objecting to this patent filing as it is neither novel nor unique. It is of particular note that no prior art was submitted with this filing and only some vague references to server and user supplied profiling systems. The filers are correct that a targeted system based on URLs or keywords is more accurate and

excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... similar technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998 or 1999
3. WO9955066 (A1) or EP1076983 (A1) ... similar technology
4. U.S. Publication 20020009978 ... similar technology

There may be more prior art preceding the 12/11/2001 filing.

I believe the Examiner should look very closely at the Claim made and judge accordingly.

espacenet

TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD

Bibliographic data

Field	Value
Publication number	CA2328943
Publication date	1999-10-27
Inventor	ZETWIER KURT G
Applicant	ZETWIER KURT G
Classification	H04N 0001 00
International	H04N 0001 00
European	H04N 0001 00
Application number	CA2328943
Priority number(s)	US 00/000000

Abstract of CA2328943

A telephone call management computer program that provides both call management features and long distance savings for telephone consumers and marketing and advertising services for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically front-loads a long distance carrier's PIC code in front of all long distance calls made from the user computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.

United States Patent

Hoyle

6141.010

October 31, 2000

Computer interface method and apparatus with targeted advertising

Abstract

A method and apparatus for providing an automatically upgradable software application that includes targeted advertising based upon demographics and user interaction with the computer. The software application is a graphical user interface that includes a display region used for banner advertising that is downloaded from time to time over a network such as the Internet. The software application is accessible from a server via the Internet and demographic information on the user is acquired by the server and used for determining which banner advertisement will be displayed to the user. The user's demographic information is stored in a database accessible by the computer. The computer is configured such that each banner advertisement is a set of data that is used by the software application in determining when a particular banner is to be displayed. This includes the specification of certain programs that the user may have so that, when the user runs the program (such as a spreadsheet program), an advertisement will be displayed that is relevant to that program (such as an advertisement for a stock broker). This provides two-tiered, real-time targeting of advertising—both demographically and reactively. The software application is configured to determine if one or more components of the application need upgrading to a newer version. If so, the components are downloaded and installed without requiring any input or action by the user.

CLARIA Corporation - Overview - Netscape

http://www.claria.com/corporate/

CLARIA CORPORATION OVERVIEW

CLARIA

CORPORATE OVERVIEW

- COMPANY OVERVIEW
- NEWS ROOM
- MARKETING TOOL
- ADVERTISING
- PRODUCTS & SERVICES
- CONTACT US

Overview

■ Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 36 million consumers and more than 900 Advertisers - including over 80 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network. Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads - boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

■ History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWall was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and international offices in the U.K. and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology Crossover Ventures, U.S. Venture Partners, Invest-A-Round, and Consilium Capital.